

Press

April 2009

DOMOTEX asia/CHINAFLOOR 2009 (24 – 26 March):

Organizers report more high-calibre visitors

- More designers and top professionals at the show
- First display staged by Chinese bamboo-growing region
- Successful launch of competence centre “Lay-tech & Pro-tech”

Shanghai/Hannover. Visitors at DOMOTEX asia/CHINAFLOOR 2009 (24 – 26 March) found a program packed with new keynote displays, informative events and an interesting and varied supporting program. One of the new features this year was the display organized by the Anji region of the province Zhejiang, the centre of China’s bamboo industry. Wolfgang Lenarz, director of Global Fairs at Deutsche Messe AG, reported: “It was pleasing to see that – despite the adverse economic climate – Asia’s biggest international trade fair for floor coverings was able to attract such a big audience. Exhibitors and visitors clearly valued the opportunity to put things in perspective and find ways out of the current difficulties facing the market.”

DOMOTEX asia/CHINAFLOOR occupied eight halls at the Shanghai New International Expo Center (SNIEC) with a display covering 89,125 square metres (compared with 88,000 in 2008). A total of 909 exhibitors from 38 countries (2008: 1,014) showcased their latest products, services and solution for the flooring trades. The event attracted 36,986 visitors, including a significant contingent of designers, property developers and building contractors.

New exhibitor market strategies

In view of the current economic downturn, DOMOTEX asia/CHINAFLOOR, Asia's biggest trade fair for floor covering professionals, has assumed increasing significance as a platform for generating new business partnerships between key players. Internationally renowned brand-owners are responding to the challenge with new products and business ideas. One exhibitor – Armstrong, Shanghai – launched their innovative fast floor coated parquet, while Nora, Shanghai, exhibited a new range of rubber floor coverings, the first new range presented by the market leader for three years.

This year saw the first-ever pavilion staged by the bamboo region of Anji, which lies in China's Province of Zhejiang. Located on the open-air site and organized by the local municipal government, the pavilion proved a magnet for visitors. Eighteen leading bamboo manufacturers from Anji showcased their top products and energy-saving, eco-friendly production methods. Chinese bamboo producers are looking forward to a noticeable increase in the demand for this environment-friendly, versatile flooring material, especially in view of the call by the Chinese government for greater energy efficiency and environmental protection.

Traditionally, the parquet and laminates sector accounts for the biggest group of exhibitors. The International Flooring Awards in 2009 bestowed several prizes on China's most innovative laminate and parquet manufacturers. The display of resilient floor coverings was bigger than in the past with 111 exhibitors, filling a complete exhibition hall for the first time (2008: 96 exhibitors). The display occupied a gross area of 11,500 square metres (2008: 6,700).

More high-calibre visitors

Feedback from the exhibitors indicates that the calibre of the trade visitors has improved year after year. This view was endorsed by the organizers' report that the number of designers, building company reps and property developers was up on last year. The same survey also showed that the proportion of decision-makers increased substantially – 68 percent of all attendees in 2009. These results underline the growing confidence shown by companies in DOMOTEX asia/CHINAFLOOR and their recognition of the fact that the event affords a forum not only for

innovative products, but also for discovering trends, gaining insider information and knowledge transfer. In view of the ongoing economic situation an attendance of 36,986 trade visitors (2008: 39,509) was very reassuring. A similarly positive response from foreign visitors – 5,020 compared with 5,660 in 2008 – shows that the global demand for quality products from China and elsewhere has been sustained. In terms of visitor numbers, the top five places were occupied by Korea, Japan, the USA, Hong Kong and Taiwan.

Supporting program packed with practical information, topical issues and excitement

On 26 March the third **Sino-US-Europe Wood Flooring Summit** brought experts from the wood industries of China, America and Europe together. The event attracted representatives from the China National Forestry Product Industry Association (CNFPIA), the National Wood Flooring Association (NWFA) and the European Federation of Parquet Importers (EFPI), who discussed such issues as America's Lacey Act, the oldest US legislation against illegal wildlife trafficking and the more recent FLEGT agreement between China and the European Union designed to combat illegal logging in tropical forests and tighten up on the licensing of timber imports into Europe.

The Competence Centre **Lay-tech & Pro-tech**, which made its debut at DOMOTEX asia/CHINAFLOOR 2009, showcased solutions for the customer service sector. Lay-tech presented a wide array of tools and equipment for installing and laying diverse floor coverings, as well as underlays, adhesives and bonding agents and a whole range of materials, including trims, edgings and fastening and connecting systems for different types of flooring. Pro-tech focused on cleaning and maintenance, offering a broad range of solutions, tools and products such as oils and waxes. These two new displays rounded off the trade show, which embraced the entire gamut of floor coverings from sourcing raw materials through to processing, manufacture and floor laying, cleaning and maintenance. Live demonstrations by Bona from Sweden and Osmo from Germany attracted large audiences and proved highly informative.

No. 003/2009 EN

Upcoming events

Trade fair organizers Deutsche Messe and VNU Exhibitions Shanghai are responsible for the next DOMOTEX asia/CHINAFLOOR, which again takes place at the SNIEC from 23 to 25 March 2010. DOMOTEX HANNOVER will be held in Hannover, Germany, from 16 to 19 January. A further highlight this year will be DOMOTEX Middle East at the Dubai International Convention & Exhibition Centre (17 – 19 May). The event is expected to attract large number of visitors from across the Middle East and North Africa.

No. of characters (incl. spaces): 6,366

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